



The Bhagirathi Co-operative Milk Producers' Union Limited
(A Govt. of West Bengal Project)

BU/MKTG/NDDB-SSMO/0006

Dated: 02.04.2026

The Bhagirathi Cooperative Milk Producers Union Limited (The BCMPUL) invites e-Tender in 2 bid system for design adaptation, printing, fabrication, supply and installation of Add-on Promotional Materials for branding and promotional activities of the Milk Union as per technical specification in ANNEXURE-A, scope of work and terms & conditions mentioned hereunder.

Agencies with requisite technical and financial credibility are requested to submit their offers online in <https://wbtenders.gov.in> (West Bengal e-Procurement Portal).

Important Date and Time

Sl. No.	Particulars	Date & Time
1	Date of Publication of Tender (Online)	02.04.2026 at 1500 hours
2	Documents download start date (Online)	02.04.2026 at 1505 hours
3	Bid submission start date (Online)	02.04.2026 at 1510 hours
4	Bid Submission end date (Online)	16.04.2026 at 1600 hours
5	Technical bid opening date	18.04.2026 at 1700 hours
6	Pre bid Meeting (Query can be addressed by mail or phone)	NIL
7	Financial Bid Opening date	To be notified later

Nature of Work	Goods, Works
Scope of Work	Design adaptation, printing, fabrication, supply and installation of Add-on Promotional Materials (POS Material) for branding and promotional activities of the Milk Union under NDDB SSMO Project.
Estimated Rate	28 lakhs.
Bid Inviting Authority	The Managing Director of The Bhagirathi Cooperative Milk Producers' Union Limited
Eligibility Criteria	Statutory Documents to be uploaded by the bidder 1. Signed Copy of NIT in all pages as a token of acceptance of the Tender with the terms and conditions. 2. Voter Card & Aadhaar Card of Individual/Udyam Registration in case of proprietorship firm/MOA & AOA in case of Company/Registration Certificate in case of Dairy Cooperative Society. 3. PAN Card 4. GSTIN



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	<p>5. IT Return & Balance Sheet of 3 consecutive years 2022-23, 2023-24, 2024-25.</p> <p>6. Credentials of execution of similar nature of works worth Rs. 10 lakhs. Work Order/Completion Certificate in support of claim must be uploaded.</p> <p>7. ANNEXURE-B</p>
Earnest Money Deposit	<p>The EMD amounting to Rs. 56,000/- should be deposited online through Net Banking, NEFT/RTGS in favour of The Bhagirathi Cooperative Milk Producers' Union Limited payable at Berhampore. EMD shall not carry interest. EMD is exempted for MSME industries. In that case UDYAM Certificate is to be uploaded.</p> <p>Tenderers will select the Tender to bid and initiate payment of pre-defined EMD for that tender by selecting from either of the following payments modes (vide Finance Department Memorandum no. 3975-F(Y) Dt. 28/07/2016):</p> <ol style="list-style-type: none">1. Net banking (any of the banks listed in the ICICI Bank Payment gateway) in case of payment through ICICI Bank Payment Gateway.2. RTGS/NEFT in case of offline payment through bank accounts in any Bank. <p>Payment procedure.</p> <p>a) Payment by Net Banking (any listed bank) through ICICI Bank Payment Gateway :</p> <ol style="list-style-type: none">1. On selection of net banking as the payment mode, the bidder will be directed to ICICI Bank Payment Gateway webpage (along with a string containing a Unique ID) where he will select the Bank through which he wants to do the transaction.2. Bidder will make the payment after entering his Unique ID and password of the bank to process the transaction.3. Bidder will receive a confirmation message regarding success/failure of the transaction. <p>If the transaction is successful, the amount paid by the bidder will get credited in the respective Pooling account of The Bhagirathi Cooperative Milk Producers' Union Limited maintained with the Focal Point Branch of ICICI Bank at R.N. Mukherjee Road, Kolkata for collection of EMD/Tender Fees.</p> <p>For transaction failure, the bidder will again try for payment by going back to the first step.</p> <p>b) Payment through RTGS/NEFT:</p>



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1. On selection of RTGS/NEFT as the payment mode, the e Procurement portal will show a pre-filled challan having the details to process RTGS/NEFT transaction.

2. The bidder will print the challan and use the pre-filled information to make RTGS/NEFT payment using his Bank account.

3. Once payment is made, the bidder Will come back to the e-Procurement portal after expiry of a reasonable time to enable the NEFT/RTGS process to complete, in order to verify the payment made and continue the bidding process.

4. If verification is successful, the fund will get credited to the respective Pooling account of The Bhagirathi Cooperative Milk Producers' Union Limited maintained with the Focal Point Branch of ICICI Bank at R.N. Mukherjee Road for collection of EMD/Tender Fees.

Hereafter, the bidder will go to e-Procurement portal for submission of his bid.

But if the payment verification is unsuccessful, the amount will be returned to the bidder's account.

B. Refund/Settlement Process:

i. After opening of the bids and technical evaluation of the same by the Quotation inviting authority through electronic processing in the e-Procurement portal of the State Government, the Quotation inviting authority will declare the status of the bids as successful or unsuccessful which will be made available, along with the details of the unsuccessful bidders, to ICICI Bank by the e-Procurement portal through web services.

ii. On receipt of the information from the e-Procurement portal, the Bank will refund, through an automated process, the EMD of the bidders disqualified at the technical evaluation to the respective bidders' bank accounts from which they made the payment transaction. Such refund will take place within T+2 Bank Working Days where T will mean the date on which information on rejection of bid is uploaded to the e-Procurement portal by the Tender Inviting Authority.

iii. Once the financial bid evaluation is electronically processed in the e Procurement portal, EMD of the technically qualified bidders other than that of the L1 and L2 bidders will be refunded, through an automated process, to the respective bidders' bank accounts from which they made the payment transaction. Such refund will take place within T+2 Bank Working Days where T will mean the date on which information on rejection of financial bid is uploaded to the e-Procurement portal by the Quotation inviting authority. However, the L2 bidder should not be rejected till the LOI process is successful.



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	<p>iv. If the L1 bidder accepts the LOI and the same is processed electronically in the e-Procurement portal, EMD of the L2 bidder will be refunded through an automated process, to his bank account from which he made the payment transaction. Such refund will take place within T+2 Bank Working Days where T will mean the date on which information on Award of Contract (AOC) to the L1 bidder is uploaded to the e-Procurement portal by the tender inviting authority.</p> <p>v. As soon as the L1 bidder is awarded the contract (AOC) and the same is processed electronically in the e-Procurement portal –</p> <p>a) EMD of the L1 bidder for tenders of State Government offices will automatically get transferred from the pooling account to the State Government deposit head “8443-00-103-001-07” through GRIPS along with the bank particulars of the L1 bidder.</p> <p>b) EMD of the L1 bidder for tenders of the State PSUs/Autonomous Bodies/Local Bodies/PRI, etc will automatically get transferred from the pooling account to their respective linked bank accounts along with the bank particulars of the L1 bidder.</p> <p>In both the above cases, such transfer will take place within T+1 Bank Working Days where T will mean the date on which the Award of Contract (AOC) is issued.</p> <p>vi. The Bank will share the details of the GRN No. generated on successful entry in GRIPS with the E-Procurement portal for updation.</p> <p>vii. Once the EMD of the L1 bidder is transferred in the manner mentioned above, Tender fees, if any, deposited by the bidders will be transferred electronically from the pooling account to the Government revenue receipt head “0070-60-800-013-27” through GRIPS for Government tenders and to the respective linked bank accounts for State PSU/Autonomous Body/Local Body/PRI, etc tenders.</p> <p>viii. All refunds will be made mandatorily to the Bank A/c from which the payment of EMD (if any) were initiated.</p>
Bid Document	The bid document is available in the E-Tendering Portal of Govt. of West Bengal https://wbtenders.gov.in .
Technical Bid Evaluation	The Technical Bid will be evaluated by the Tender Committee. Bidders shall upload all the necessary documents in the Technical Folder which will be verified and evaluated by the Tender Committee.
Financial Bid	Rate shall be quoted in the Financial bid. The bidder shall quote the rate online through Computer only in the space marked for quoting rate in the Bill of Quantities (BOQ). Only downloaded copies of the above documents, digitally signed by the bidder are to be uploaded (Excel file). It is an item rate BOQ.



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	<p>Bidders are required to quote the unit rate inclusive of all costs taxes and levies FOR destination of supply and installation. The Bidder with the lowest total rate/amount shall be awarded the Tender subject to approval from Competent Authority.</p>
Validity of Bid	90 days
Download of Tender	<p>1. Download of Tender</p> <p>Tender to be downloaded only from the e-Tendering portal of Govt. of West Bengal i.e. https://wbtenders.gov.in .The tender will be submitted in two bid system i.e. Technical bid & Financial bid only through online.</p> <p>2. Online Bid submission procedure</p> <p>i. Registration of Bidders: Agencies/Bidders who are interested in participating e-tenders will have to get enrolled & registered with the Government e-Procurement system. through logging on to https://wbtenders.gov.in</p> <p>ii. Digital Signature certificate (DSC): Each bidders is required to obtain a class-II or Class-III Digital Signature Certificate (DSC) having Signing and Encryption certificate for submission of tenders from the approved service provider of the National Information's Centre (NIC) on payment of requisite amount or any service provide as may be allowed by the Finance Department, Govt. of West Bengal.</p> <p>iii. Tender Download: The bidders can search & download NIT & Tender Documents electronically from computer once he logs in to the e-Tendering portal https://wbtenders.gov.in using the Digital Signature Certificate. This is the only mode of collection of Tender Documents.</p> <p>iv. Submission of Tenders: General process of submission, Tenders are to be submitted through online to the stipulated website in two folders, (one is Technical Bid & the other is Financial Bid) before the prescribed date & time using the Digital Signature Certificate (DSC). The documents are to be uploaded duly digitally signed. The documents will get encrypted (transformed into non readable formats).</p>
Award of Contract	<p>The bidder selected after evaluation will be given Award of Contract, subject to fulfillment of Terms and Conditions provided in the tender.</p>
Publication of Tender	<p>1. E-Procurement Portal Govt. of West Bengal (https://wbtenders.gov.in)</p> <p>2. Website of the Milk Union (www.bhagirathimilk.com)</p>



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General Terms and Conditions

Scope of Work

The scope of work under this tender shall include the following activities:

- Design adaptation based on artwork, brand guidelines and layouts provided by the Milk Union.
- Printing of promotional materials using high-quality printing technology.
- Fabrication of frames, boards, structures and other promotional display items as required.
- Supply and delivery of all promotional materials to designated locations specified by the Milk Union.
- Installation and proper fixing of frames, boards, standees, banners or structures wherever required.
- Ensuring durability, structural stability and weather resistance of outdoor materials.
- Replacement of any defective or non-conforming materials during inspection or within the warranty period.
- The successful bidder shall execute the work strictly as per instructions issued by the Milk Union from time to time.

General Technical Requirements

- Printing shall be carried out using eco-solvent, UV or equivalent high-resolution printing technology.
- Printing quality must be sharp, clear and durable with a minimum resolution suitable for large-format promotional displays.
- Materials used must be durable and suitable for both indoor and outdoor conditions.
- Flex material shall be of adequate GSM suitable for outdoor display.
- Vinyl materials must be weather-resistant and UV protected.
- Metal frames and supporting structures shall be rust-proof and powder coated.
- All designs and artworks must be approved by the Milk Union prior to final printing or fabrication.
- Proper packaging must be ensured to prevent damage during transportation and handling.
- Installation must be carried out safely and securely without causing damage to surrounding property.

General Terms and Condition

1. Bidders are required to go through the tender documents, understand the requirement and then quote their rate. Rate once quoted by the bidder shall be deemed to be quoted by the bidder after understanding the requirements of the Milk Union. Rates once quoted are final and no alteration in rate shall be allowed.



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2. During evaluation the Milk Union may summon any bidder and seek clarification/information regarding bids within the stipulated time frame. In case the bidders fail to clarify any query during the stipulated time frame the bid shall be liable for rejection.
3. **Delivery Schedule:** All materials must be supplied within 15–30 days from the date of issue of Purchase Order. In Case of urgent requirements, the supplier shall comply with the delivery schedule specified by the Milk Union. Delays beyond the agreed delivery period may attract penalties as per tender conditions.
4. **Inspection and Acceptance:** All supplied materials will be inspected by an authorized committee of the Milk Union. The inspection may be conducted either at the supplier's premises or at the delivery location. Any item found not conforming to specifications will be rejected. The suppliers shall replace the reject items at their own cost within the stipulated time.
5. **Payment Terms:** The supplier shall submit 3 copies of Tax Invoice along with delivery challan and packing list. Payment shall be released through NEFT/RTGS as follows:
 - For Goods: 100% payment shall be made after receipt of material in good condition as per technical specifications, duly verified by the Sectional In-charge.
 - For Works: 100% payment after satisfactory installation (where applicable) or completion of supply, duly verified by the Sectional In-charge.
6. **Warranty:** Warranty The supplier shall guarantee the quality of printing, materials and structures. Outdoor promotional materials must maintain print clarity and structural stability for at least 12 months. Any fading, tearing, peeling or structural defect within the warranty period shall be rectified or replaced by the supplier at their own cost.
7. **Transportation and Delivery:** Transportation, loading, unloading and transit insurance shall be sole responsibility of the supplier. Any damage during transit must be replaced by the supplier without additional cost.
8. **Penal Clause:** Time being the essence of the contract, failure to supply the materials within the delivery time mentioned above or delay in installation and commissioning of the materials shall invite penalty.
 - a. Liquidated damages of 0.5% per day subject to a maximum of 10% of the total cost of materials shall be charged if goods are not delivered installed or commissioned in time and the amount will be deducted from the EMD and bills submitted by the supplier.
 - b. For violation of any terms and conditions of the contract the Bhagirathi Milk Union reserves the right to cancel the contract without assigning any reason thereof. On termination of Contract the Security Deposit will be forfeited and the resultant loss shall be recovered from the company. The subsequent company will be blacklisted for 3 years.
9. **Termination of Contract:** The Milk Union reserves the right to cancel the contract if:
 - Materials supplied are not as per specification.
 - Delivery is excessively delayed.



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- The supplier violates any terms and conditions of the contract.
 - Poor quality work.
10. **Confidentiality:** All artwork, designs, and promotional materials produced under this contract shall remain the property of the Milk Union.
 11. **Force Majeure:** If, at any time during the subsistence of this contract, the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reasons of any war or hostility, act of public enemy, civil commotion, sabotage, fire, floods, explosion, epidemics, quarantine restriction, strikers lockout or act of God (hereinafter referred to as events) neither party shall have any claim for damages against other in respect of such non-performance or delay in performance.
 12. **Dispute Resolution:** Any dispute arising out of the Agreement, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the Arbitration and Conciliation Act of 1996 of India. The venue of adjudication/arbitration shall be Kolkata. The language of arbitration be English.
 13. **Applicable Law:** The Agreement shall be interpreted in accordance with the laws of union of India.
 14. The undersigned reserves the right to accept or reject any tenders and to cancel the entire tender process without assigning any reason whatsoever.
 15. The decision of the Competent Authority of the Milk Union shall be final and binding on all bidders.

Sd/-
Managing Director,
The Bhagirathi Cooperative
Milk Producers' Union Limited



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ANNEXURE-A

Sl No	Item	Quantity	Technical Specification
1	Frame Banner	30,000 sq. ft. (approx.)	Flex banner printed on Star Flex / Eco solvent flex (minimum 275–300 GSM). UV resistant eco-solvent printing with minimum 720–1440 DPI resolution. Mounted on MS square/round hollow pipe frame (minimum 1 inch × 1 inch, 18–20 gauge or 1.02mm) with rust-proof coating. Edges hemmed with metal eyelets.
2	T-Shirt (Round Neck)	4000 no(s)	T-Shirt made of poly-cotton blend (minimum 180–200 GSM) with round neck and short sleeves. Screen or heat transfer printing (minimum 2 colour) on front.
3	PVC Promotional Table	40 no(s)	Foldable promotional table made of Molded PVC/ABS top with printed PVC branding wrap. Size approx. 3 ft × 2 ft × 3 ft height. Aluminum / MS collapsible frame. Scratch resistant print.
4	Canopy Tent	20 no(s)	Portable canopy size 6 ft × 6 ft × 7 ft made of waterproof polyester / flex material (minimum 300 GSM) with digital printing. Frame made of powder coated MS / Aluminum foldable structure. Weather resistant.
5	Foam Banner (L/H-3ft/2ft)	40000 no(s)	Printed on 5 mm thick foam board / sun board with high resolution UV digital printing (minimum 720 DPI). Matte laminated finish for durability. Size approx. 2 ft × 3 ft.
6	LED Display with Stand	6 no(s)	40-inch LED display with Full HD resolution (1920×1080), HDMI and USB connectivity, brightness minimum 250 nits. Heavy duty metal adjustable stand suitable for promotional display.
7	LED Lollipop Sign Board (Acrylic)	400 no(s)	Acrylic sheet (3–5 mm thickness) with printed vinyl graphics laminated on both sides. Mounted on powder coated MS handle rod. Shape-Circular or square (commonly 18-inch diameter or side length), Display Type- LED backlit signage, double-sided, visibility uniform glow.
8	Standee with Frame	2400 no(s)	Printed flex or vinyl mounted on hollow MS iron frame (minimum 20 × 20 mm pipe) with powder coating. Base support stand for stability. Size approx. 4 ft × 2 ft.
9	Promotional Leaflet/Handbill	40,000 no(s)	Printed on Art Paper 130–170 GSM. Four colour offset printing (CMYK) both sides with matte or gloss finish. Standard size A4 / A5.
10	Garden Umbrella	400 no(s)	7–8 ft height, polyester UV-resistant fabric, powder coated steel/aluminum frame, heavy duty base, manual/crank opening, customizable branding on 6–8 panels.
11	Dangler (Sun board)	6000 no(s)	Rigid PVC Foam Board (Sunboard) or lightweight Sunpack (polypropylene) sheets with white/yellow colour. Corrugated in middle. Thickness 3 mm with multicolour printing.
12	Delivery Bag	2000 no(s)	Multicolour Branded Canvas Bag Super Strong Heavy Duty Milk Bag Shopping Bags Vegetable Grocery Bags with Reinforced Handles & Thick Bottom for Strength (Green 41cm x 24cm x 27cm)
13	Digital Wall Printing	14400 sq. ft.	Digital printing on walls, concrete as per requirement of the Milk Union
14	Cap	2000 no(s)	Cap made of polyester twill fabric with adjustable strap and printed logo.



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ANNEXURE-B

To be furnished in Letterhead of Bidder

1. I/We the undersigned solemnly declare that all the statements made in the documents, records etc., attached with this application are true and correct to the best of my/our knowledge.
2. I/We the undersigned do hereby certify that neither me/my firm/company nor any of its constituent partners has been convicted by the court of law.
3. I/We the undersigned do hereby certify that we have not been blacklisted by NDDDB or any dairy industry or any other industry in the past.
4. I/We the undersigned do hereby certify I shall fulfill all the terms and conditions as enshrined in the Tender Notice and in any event of failure to do so my EMD shall stand forfeited.
5. I/We the undersigned do hereby declare that I shall comply to the statutory obligation and abide by the rules and regulations prevailing in the State of West Bengal and India.
6. I/We agreed to abide by the terms and conditions of the Reverse Auction Notice.
7. I hereby declare that the information given above and in the enclosed documents is true to the best of my knowledge and belief and nothing has been concealed therein. I understand that if the information given by me is proved false/not true, I will have to face the punishment as per the law in force in India. Also, all the benefits availed by me shall be summarily withdrawn.

Signature of Applicant with Seal and Date:

Name of Individual/ Authorized Signatory of Firm/Dairy Coop. Society

Date:

Place: